

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Koningstein Art Unit : 3682
Serial No. : 10/748,682 Examiner : Khanh H. Le
Filed : December 31, 2003 Conf. No. : 1976
Title : SYSTEM AND METHOD FOR DELIVERING INTERNET
ADVERTISEMENTS THAT CHANGE BETWEEN TEXTUAL AND
GRAPHICAL ADS ON DEMAND BY A USER "MORPHING ADS"

Mail Stop Amendment

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INTERVIEW SUMMARY

The undersigned representative thanks the Examiner Le for the courtesy of the telephonic interview held on June 15th, 2011.

The substance of the interview included a discussion of a proposed amendment to claim 1 and the rejections of record under 35 U.S.C. § 112 and under 35 U.S.C. § 103 with respect to the Petropoulos reference. The applicant asserted that the proposed amendment overcame the rejections, including asserting that the relied upon portions of Petropoulos do not describe or suggest a compact display format and an expanded display format with a link to a same landing page. No agreement was reached.

Respectfully submitted,

Date: July 25, 2011

/Michael P. Shepherd/
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